

# Complete Internet Appliance Solutions

Name: Scott Maysonave

Title: Director of Marketing

Company: Merinta, Inc.



San Jose January 23-24, 2001



Taipei February 14-15, 2001

# Introduction

## Merinta Delivers end-to-end solutions for All Internet Appliances

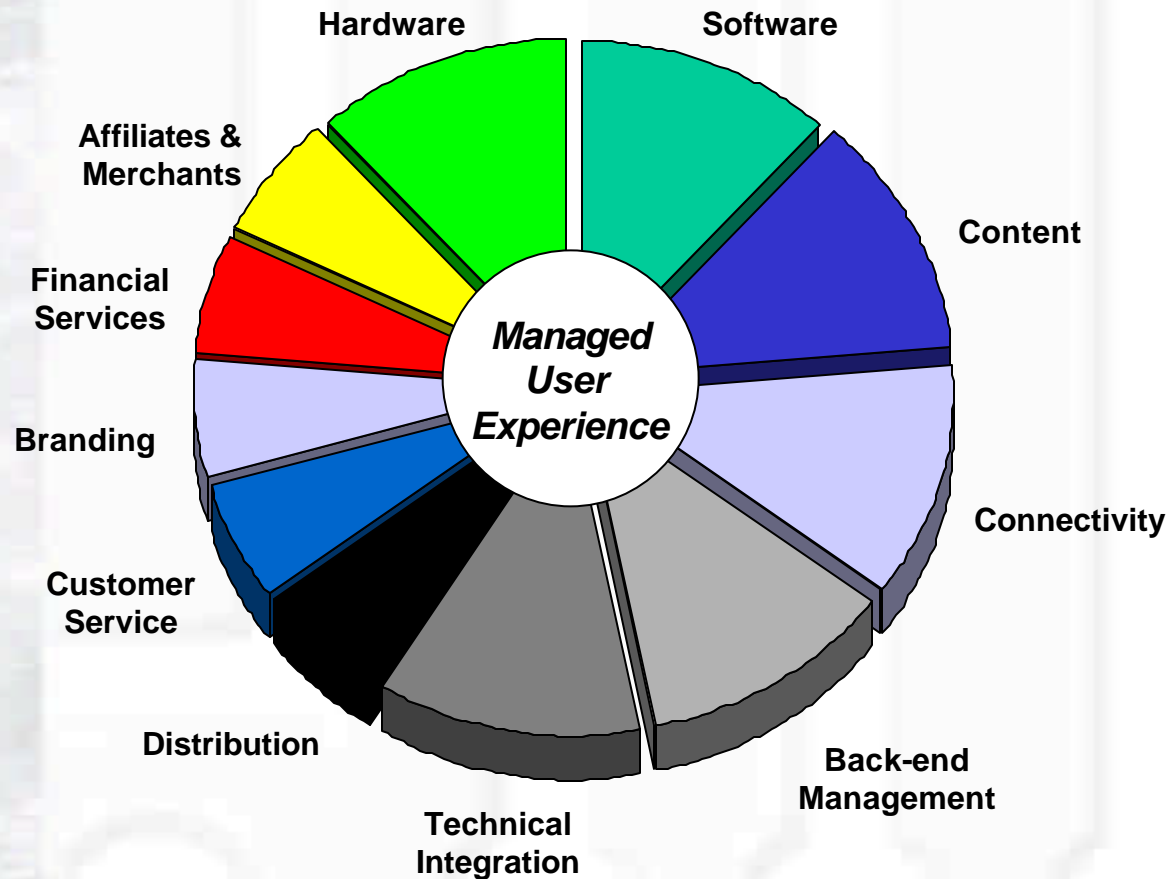
- Complete ownership of IA creation, rollout, maintenance
- Client Software Creation, Integration & Maintenance
- Customization and 1:1 personalization technology & services
- Remote Device Management Software, Infrastructure, Services
- Professional Services
  - Custom Software Development
  - Project Management
  - Technology Sourcing & Integration

*Delivering an all round Better-than-PC™ Internet Experience*

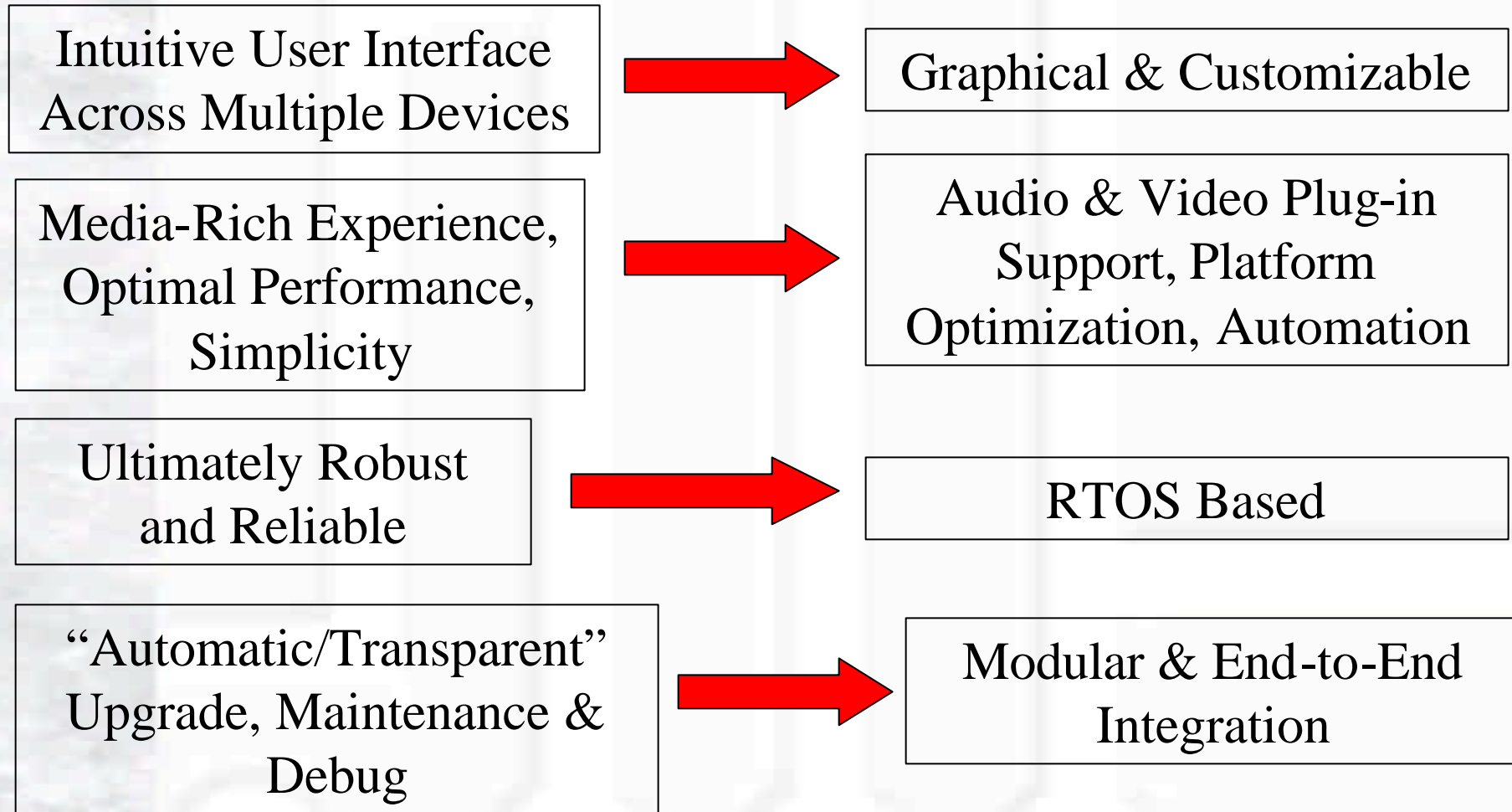
# Agenda

- The Complete Solution
- IA Client Architecture
  - The Consumer Experience
- IA Device Management Architecture
  - End-to-End Solution
- Bringing It All Together

# What is an IA Solution?



# IA Client Goals



# Media-Rich Experience

The image is a collage of four early 2000s web browser screenshots, each with a callout box pointing to a specific technology. The top-left screenshot shows the AT&T WorldNet browser displaying the Disney.com homepage, which features a colorful, cartoonish interface with callouts for 'Animated GIF' and 'JavaScript'. The top-right screenshot shows the mapster.com homepage, with a callout for 'HTML4.0'. The bottom-left screenshot shows a weather page for Milwaukee, WI, with a callout for 'FLASH4'. The bottom-right screenshot shows a RealPlayer interface displaying a video of a 'Cosmic Belt' phenomenon, with a callout for 'MP3' and 'RealPlayer'.

Animated GIF

JavaScript

HTML4.0

FLASH4

MP3

RealPlayer

# Intuitive User Interface



- **Few Features**
- **Clear Functions**
- **One-Touch Input**
- **Ergonomic Layout**
- **Tactile**
- **User Feedback**
- **Real-Time Response**

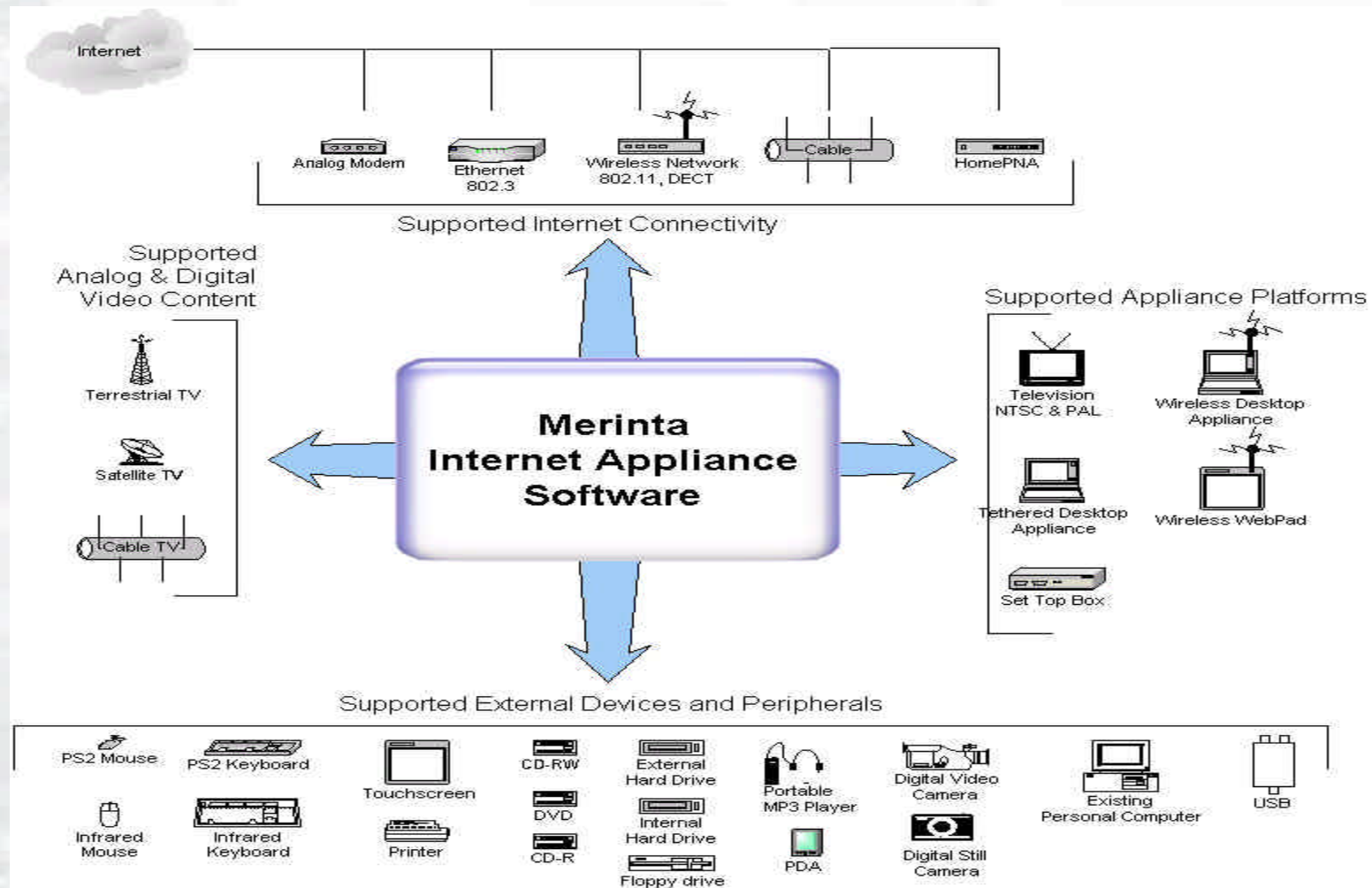


# Structure of a User Interface

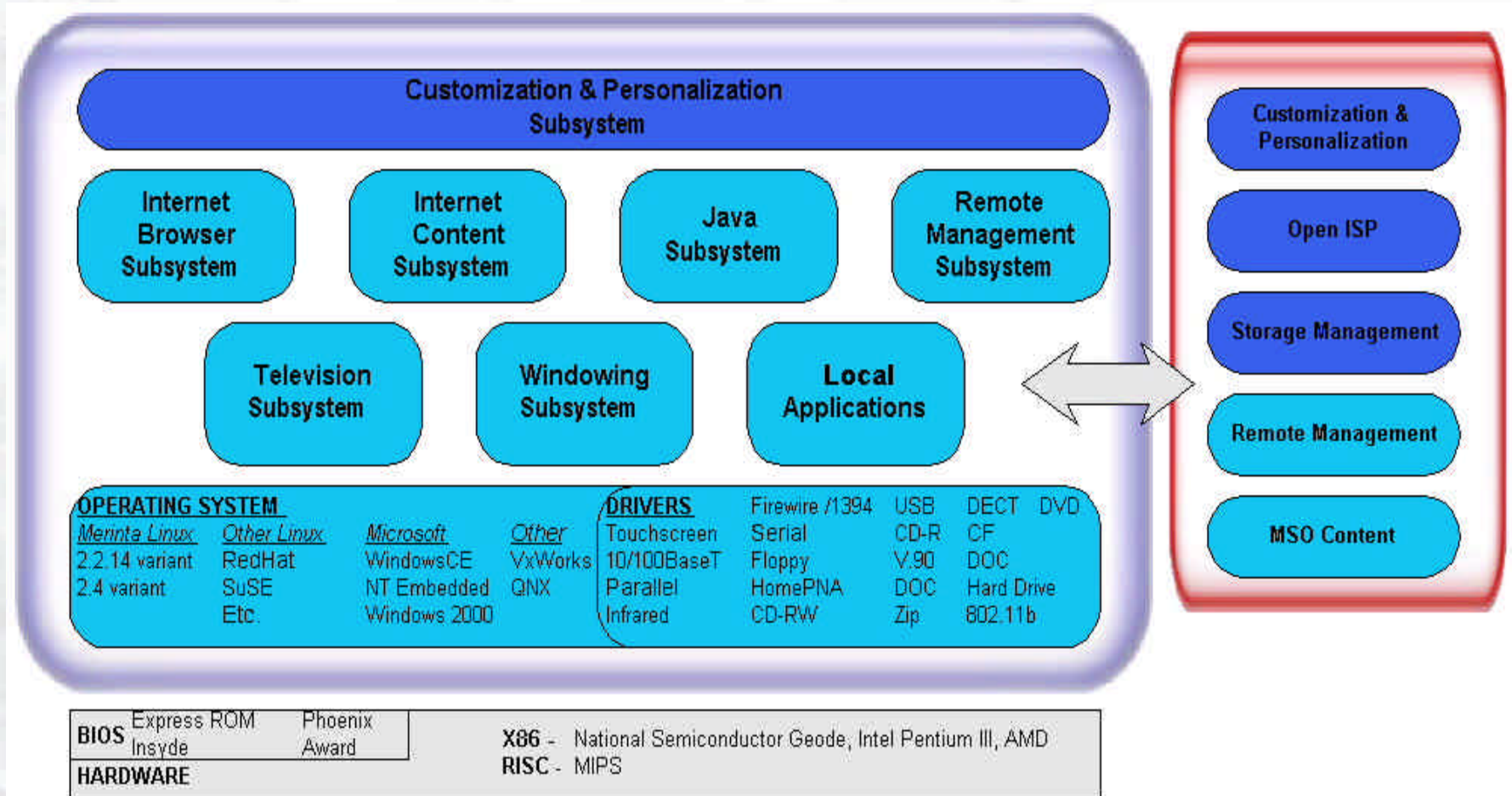




# Software Capability



# Client Side Software Architecture



# Consistent Experience Across Platforms



# Essential Attributes of a Remote Management System

- User Conscious
- Secure
- Failsafe
- Bandwidth Sensitive
- Byte-level Differencing
- Diagnostics
- Heterogeneous Device Support
- Centrally Managed
- Scaleable
- Distributable
- Addressable Devices



# Device Management Architecture

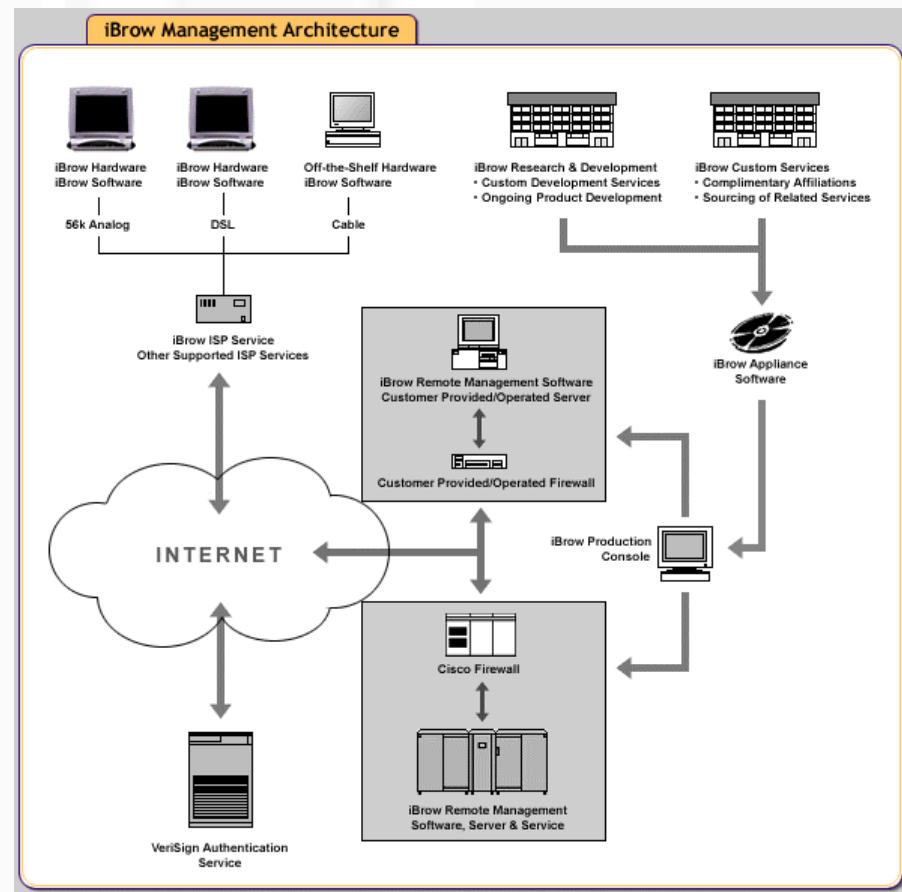


## ***Customer Benefits:***

- Lower support costs
- Consistent Experience across ALL Form Factors
- Delayed obsolescence
- Deploy IA programs sooner
- Ideal branding medium
- Offer new online consumer services in real-time

## ***Key Features:***

- Highly scalable
- Secure
- Performance throttling
- Checkpoint restarts
- Transparent and immediate
- Byte-level differencing



# Bringing it all Together



*The IA Solution*





# iBrow™ Client Software

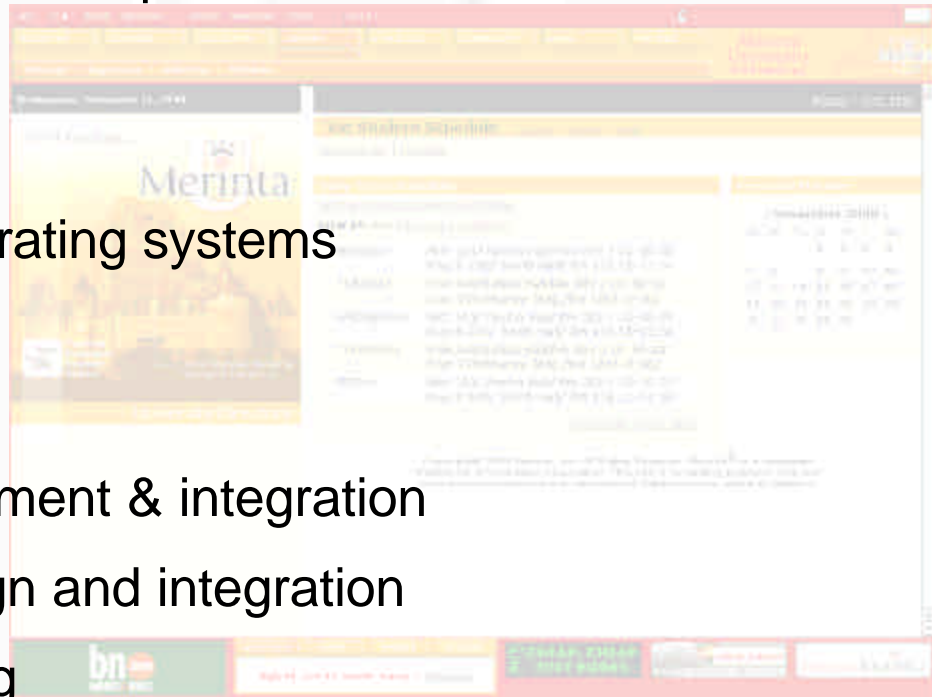


- **Modular**
  - Portable to most x86-based hardware platforms
  - Optimized on National Semi. Geode™ hardware
  - Highly customizable GUI
- **Open**
  - ISP Independent
  - Optimized on embedded Linux OS
  - Support range of peripherals & input devices
  - Ethernet, DSL, cable, V.90 connectivity & cordless
  - Internationalization & Localization
- **Media-Rich**
  - HTML 4.0 browser (Netscape 4.x compatible)
  - RealPlayer® 7 now, r.8 coming soon!
  - Macromedia Flash® 4.0
  - GIF, animated GIF, JPEG, MP3
- **Commerce-Ready**
  - Persistent screen real estate for branding
  - SSL 2.0, 3.0 support
  - Full Java implementation



# iBrow™ Custom Software

- **SW Development Capabilities**
  - Porting to multiple device platforms
    - Set-top boxes
    - Web terminals
    - Web tablets
  - Porting to other operating systems
    - QNX
    - Windows CE
    - VxWorks
  - Application development & integration
  - User Interface design and integration
  - Back-end interfacing
  - Driver development



# iBrow™ Device Management

- **What Merinta offers:**



- Server-side infrastructure supporting Internet appliances running iBrow IA Client Software or other IA's via custom integration.
- Delivered as a managed service to provide routine software updates and upgrades when made available by Merinta and/or to deploy customer specific changes to the device software as mentioned below.
- Schedule routine software updates to the Internet appliance including new applications, start pages, ISP access numbers, GUI changes, affinity partner links, new web-based services, etc.
- Customer usage reports to track behavior of clients
- Merinta network infrastructure scales to support millions of units and is available and working today!

# iBrow™ Professional Services



- **Technical Integration**

- Recommend & integrate 3<sup>rd</sup> party components
  - Hardware
  - ISP
  - Content / Applications
  - Manufacturing / Distribution

- **Project Management**

- Interfacing with 3<sup>rd</sup> party vendors
- Managing complex roadmaps & schedules
- Overseeing project deployment

- **Software Support & Maintenance**

- Rights to support the entire client stack

# The Merinta Difference

- Deliver *Better-than-PC™ Internet Experience*
- Provide End-to-End solutions to **All Form Factors**
- Open and agnostic
- Valuable pool of industry partnerships, led by National Semiconductor

# Company Vision



*Delivering an all round  
Better-than-PC™ Internet  
Experience*

*Addressing:*

- Ease-of-Use for consumer
- Convenience of accessing data
- Speed of obtaining information
- Relevance to personal lifestyle



# Contact Merinta

- **Chad Gibbons**

Merinta, Inc.

[www.merinta.com](http://www.merinta.com)

VP Business Development & Strategic Accounts

9430 Research Boulevard

Suite 200, Building IV

512.349.5860 (voice)

512.346.7062 (fax)

[cgibbons@merinta.com](mailto:cgibbons@merinta.com)